

Fellow Golf Enthusiasts:

The seed that grew into Blue Brain Golf was planted in my head on a summer day, at the age of 16. On this day I felt amazed by the calm, controlled way I could play golf. I experienced how the mind should work while on the golf course. I shot a 72 which for me was about eight strokes better than my average. On this particular day, the entire course was mine. There was not a soul out there, or at least I did not see anyone. I played the round in four hours, a comfortable pace with nobody behind me, pushing me to play faster and nobody in front of me, slowing me down. Finding my rhythm I was calm and found a relaxed state of mind. I did not hit every shot perfectly – actually, I can only speculate about this because in reality I could only remember one or two shots from the entire round. Otherwise, the round was a blur. I played a hole, wrote down the score, and moved on. I made pars, bogies, and birdies, but my emotions were very even-keeled. I never got overly excited and never beat myself up. Did the perfect weather conditions put me in a state of complete relaxation? Was it a culmination of my preparation throughout the summer? I am not sure what it was, but I feel lucky to have been given a glimpse of how the game could be played. I was convinced that I would return to this state of mind someday, and I would never give up trying.

While attending a Professional Golf Management Program at a small college in North Carolina I developed the Blue Brain Golf concept. Originally I got the idea while researching the topic of visualization for a speech I had to deliver in a public speaking class. The information I came across gave me new insight into the many different ways people seek to improve their lives. I remembered my experience while in high school and decided I wanted to teach people to golf and help them reach the elusive state of mind that I had once achieved. I also wanted to build a relationship with my students and offer them the best service I possibly could so that students would leave happy and come back in the future. To do this, I felt I had to offer something different to make my instruction stand out. Intrigued by the way elite athletes train, and interested in the new ways in which trainers of other sports work with athletes, I developed a program that I call Fusion Training. The program was developed to bring different training disciplines together to give the athlete the best chance possible to reach their goals. At this time, I created a name for the state of mind I wanted to find myself in more often. I called it the [Blue Brain state of Mind](#).

Having developed the Fusion Training program, I needed to build a team of professionals who excelled in areas of expertise in which I lacked knowledge. The areas I needed help with were mental training, physical strength and conditioning, and proper equipment fitting. During internships while in college, I applied this approach when giving lessons and got a positive response from my students. Intrigued by the name and philosophy, many of my students went on to become students of other professionals whose services complemented mine. In the end, the students not only became better golfers and well-rounded individuals, but my professional network and I became more successful.

I have been around the game since the age of 3. As a golfer, athlete, Assistant Golf Professional, Head Golf Professional, Director of Instruction, Retail Manager and Golf Consumer as well as working in the golf industry at private, public, municipal and resort facilities, a big box retail chain and franchise golf instruction facilities I have gained valuable experience and insight into the industry and its different segments.

Blue Brain Golf is a result of many different experiences that I have encountered since the day I first experienced the Blue Brain State of Mind at the age of 16. Blue Brain Golf has helped me understand and explain what I experienced on that summer day, and I know that understanding the unique state of mind I found myself in will only help me and others get back into the same state of mind in the future.

Hope to see you soon!



Michael Giordani  
Founder of Blue Brain Golf